





Station KSL-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
Estimate# 2603  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2603  
Flight Dates 10/12/2012 - 10/18/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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35	SU	KSL NFL EDITION	930P-10P	:30	10/14-10/14	1	\$800.00	1
Rating: 6.7								
36	M	KSL 5 NWS-10	10P-1035P	:30	10/15-10/15	1	\$1,800.00	1
Rating: 7.3								
37	TU	KSL 5 NWS-10	10P-1035P	:30	10/16-10/16	1	\$1,800.00	1
Rating: 7.3								
38	TH	KSL 5 NWS-10	10P-1035P	:30	10/18-10/18	1	\$1,800.00	1
Rating: 7.3								
39	SU	KSL 5 NWS-10	10P-1035P	:30	10/14-10/14	1	\$2,100.00	1
Rating: 8.6								
40	F	TONITE SHW	1035P-1137P	:30	10/12-10/12	1	\$550.00	1
Rating: 3.4								
41	M/W-TH	TONITE SHW	1035P-1137P	:30	10/15-10/18	3	\$550.00	3
Rating: 3.4								
Buyline Comment: 1/DAY								
44	SA	SPORTS BEAT SA	1035P-1105P	:30	10/13-10/13	1	\$375.00	1
Rating: 3.0								
45	SU	SPORTS BEAT SU	1035P-11P	:30	10/14-10/14	1	\$475.00	1
Rating: 4.4								

---REPORT TOTALS---  
Report Totals: 45 / \$28,020.00

---SALES MONTHLY TOTALS---

EC'd Yes Last Received: 06/14/2012 1:54 PM

Showing Buylines: All Lines

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Oct 12: 45 / \$28,020.00  
Sales Totals: 45 / \$28,020.00  
Station Totals: 45 / \$28,020.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$93,400	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	UNKN 70%		

Books null  
Demos RA35+